



Consultancy  
Intelligence  
Publishing

# Company Profile

## 2023





## ABOUT US

**Gulf Intelligence (GI)** is a leading strategic communications consulting firm in the Middle East focused on advancing the thought leadership profile and posture of clients as they navigate the challenges and opportunities presented by the great energy transition and a pathway to Net Zero. The UAE-based agency uses more than 13 years of operational experience in the Gulf to offer trusted, fully compliant and strategic advice. The GI consultancy provides expert and hands-on assistance over that last mile of connectivity to international clients looking for opportunities or seeking solutions in the region, as well as supporting National stakeholders expand their global engagement and footprint.

### **GI** Publishing

- ✓ Daily Energy Markets Online Series
- ✓ Fujairah Weekly Newsletter
- ✓ Daily Bulletin
- ✓ Industry Forums/Workshops/Awards
- ✓ Webinars / Podcast
- ✓ NYU Abu Dhabi Sustainability Dialogues
- ✓ 14<sup>th</sup> UAE Energy Forum
- ✓ 11th Energy Markets Forum
- ✓ 10<sup>th</sup> Oman Energy Forum
- ✓ The Middle East & Africa FORUM for Sustainability

### **GI** Consultancy

- ANNUAL RETAINER**
- ✓ PR Thought Leadership
  - ✓ Content Bureau
  - ✓ Industry Webinars / Podcast
  - ✓ Stakeholder Mapping & Engagement
  - ✓ Roundtables/Workshops
  - ✓ Whitepaper - Special Reports

### **GI** Intelligence

- BESPOKE PROJECTS**
- ✓ Whitepapers
  - ✓ Special Research Reports
  - ✓ Build Digital Communication Tools
  - ✓ GI Media Hub
  - ✓ Case Studies
  - ✓ Awards



### **H.E. Dr Mohammed bin Hamad Al Rumhy**

Oman's Minister of Energy & Minerals (1997-2022) *comments on the Oman Energy Master Plan 2040 delivered by Gulf Intelligence*

***“This is a fantastic exercise...it’s a very good piece of work, especially considering the stakeholders involved. It touches on all of the important issues that Oman is facing. We are talking about challenges and solutions. The recommendations are extremely important and it will at least start a discussion in the community which is not often taking place.”***





PUBLISHING



# FUJAIRAH NEWSLETTER

**The Fujairah New Silk Road Weekly Newsletter** provides insights and analysis to its more than 40,000 readers on the current issues impacting the global energy markets, and their possible consequences for the Middle East midstream and downstream value-chain: Trading – Storage – Refining – Ports –Shipping.

The **DAILY ENERGY MARKETS BULLETIN** provides a wrap-up of the Asia and Middle East trading day as markets prepare for the opening hours in Europe. The daily newsletter includes specialist oil market commentary, a Daily News Digest and a PODCAST of 'why it matters' insights and 'what's at stake' analysis from international experts located all over the world.

# Daily Energy Markets

## BULLETIN

WEDNESDAY /// JUNE 7<sup>th</sup>

Consultancy  
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INSIDE

TOP-10 NEWS DIGEST

PODCAST

60-SECOND SOUNDBITES

SURVEY

OIL MARKET SOUNDINGS

Series Supported By:

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### Daily Energy Markets BULLETIN

FRIDAY /// JUNE 9<sup>th</sup>

#### Daily Energy Markets PODCAST

Marc Horvath  
Head of Asia, Wellfigence Analytics

Gadmiria Rzyazeva  
Founder & Managing Director, Eurasia Analytics

Edward Bell  
Head of Market Economics, Emirates NBD

CLICK HERE TO LISTEN

### Daily Energy Markets BULLETIN

TUESDAY /// JUNE 13<sup>th</sup>

#### TODAYS TOP TO NEWS DIGEST

- 1. LARGEST OIL PRODUCTION INCREASE IN 10 MONTHS
- 2. OIL PRICES FALL AS OPEC+ AGREES TO INCREASE PRODUCTION
- 3. OIL PRICES FALL AS OPEC+ AGREES TO INCREASE PRODUCTION
- 4. OIL PRICES FALL AS OPEC+ AGREES TO INCREASE PRODUCTION
- 5. OIL PRICES FALL AS OPEC+ AGREES TO INCREASE PRODUCTION
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- 9. OIL PRICES FALL AS OPEC+ AGREES TO INCREASE PRODUCTION
- 10. OIL PRICES FALL AS OPEC+ AGREES TO INCREASE PRODUCTION

#### DAILY ENERGY MARKETS INDUSTRY SURVEY

How would Iran-US nuclear agreement impact oil markets?

Answer:

Bullish

Bearsish

Neutral

Source: Gulf Intelligence Publishing Survey

### OUT NOW

SPECIAL REPORT

CLICK HERE

#### TECHNOLOGY

How is ADNOC Turning the Technological Tide to Drive Decarbonization?

### Daily Energy Markets BULLETIN

THURSDAY 60-SECOND SOUNDBITE

#### THURSDAY 60-SECOND SOUNDBITE

"Current Oil Prices Are Fair Given What Demand Fundamentals"

Abdul Khabazi  
Energy & Economics Analyst  
Petroleum Analyst, Energy

Omar Al-Sayid  
Energy & Economics Analyst  
Petroleum Analyst, Energy

CLICK HERE TO VIEW

CLICK HERE TO VIEW



# THE MIDDLE EAST & AFRICA FORUM FOR SUSTAINABILITY LEADERS

Gulf Intelligence, with the support of our strategic partner Microsoft, launched The Middle East & Africa (MEA) Forum for Sustainability Leaders last year as part of our stakeholder outreach ahead of the arrival of COP27 & COP28 in the Middle East.

The MEA Forum for Sustainability Leaders is a knowledge resource that delivers timely and relevant insights to key stakeholders in public and private sector organizations that are tasked with the responsibility of designing and embedding sustainability strategies.

Out Now!

The Middle East & Africa Forum for Sustainability Leaders

Weekly Bulletin

Issue 21, Thursday, May 18, 2023

Cultivating Talent: How can organizations incorporate human capital to execute environmental commitments?

Vijay Bains

CSO & Group Head of Environmental, Social and Governance (ESG), Emirates NBD



Sustainability has been around for years in some form or another. Sometimes sustainability and ESG initiatives are viewed as the realm of the young. But sustainability has been around in some form or another for many years. What's different now is that it's increasingly present in the board room, in the C-suite, and at the chairman level. It's now at the very core of how banks operate. The sustainability writing on the wall is there for many industries and we are there for them as a bank to provide sustainable finance opportunities and transition financing solutions. Banks are by nature conservative and what we seek to do is educate bankers and broader stakeholders not only on acronyms such as ESG but also on how to upskill the market broadly for a deeper incorporation of sustainability objectives.

Full podcast here

Microsoft KACST هيئة تنمية البحث والتطوير والابتكار Research, Development and Innovation Authority

Estidama Board

GI Consultancy Intelligence Publishing

The Middle East & Africa Forum for Sustainability Leaders

Views You Can Use

Riham El Gizy

Chief Executive Officer, Voluntary Carbon Markets Public Investment Fund (PIF)

A voluntary carbon market is a visionary approach from Saudi Arabia. The Kingdom is at a pivotal moment for the country. It is changing and it is transforming. Sustainability sits at the heart of this transformation. The voluntary carbon market is one of the tools that would enable Saudi Arabia, the region, and the global south, to reduce greenhouse gas emissions. In September 2021, His Royal Highness Prince Mohammed bin Salman bin Abdulaziz, announced that Saudi Arabia had the intent to set up a voluntary carbon market. Ever since then, the Public Investment Fund (PIF) and Tadawul (Saudi Exchange) worked together on setting up that market. We have taken a great leap forward. We have anchored 15 partners who participated with us last year in the biggest auction in the history of the market, which shows that Saudi Arabia is serious about this. Most of the companies were local companies that are keen to reduce their carbon footprint.

Voluntary carbon markets may have struggled in the past, but are gaining momentum. There are mainly two challenges for voluntary carbon markets as to why they haven't made more progress in the past. The first one is the integrity and quality of the carbon credits. The second one is price discovery. A price discovery will enable scaling supply, which is very important. I suspect that most of the companies currently buy from the voluntary carbon market over the counter, which does not allow for price discovery. The reason why we are setting up an exchange in Saudi Arabia, is to allow for that price discovery. Once you know the price, then the funds start funneling into project developers. For the integrity and the quality of carbon credits, a lot of people will come and say that it's greenwashing. However, the whole idea and the beauty of the voluntary carbon market is that it is financing projects that are uneconomic without these funds. For example, why would you have a forestry project that is uneconomic? What is the financial incentive for project developers? How can they cover their costs? This is what it is all about. It is to accelerate climate action.

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GI Consultancy Intelligence Publishing

The Middle East & Africa Forum for Sustainability Leaders

News Digest - Wednesday, April 26, 2023

The future of blue hydrogen in the Middle East

Saudi ACWA Power's Egypt solar project secures \$123 million financing

Africa's energy transition requires innovation in finance models

Schneider partners with Dubai Silicon Oasis on electric mobility

African Development Bank Group, Japan's JICA sign \$350 million loan agreement to support Africa's private

UAE's Ministry of Education designs novel pathway towards greener schools

77% of asset intensive Middle East companies see technology as key to meeting sustainability goals

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The Middle East & Africa Forum for Sustainability Leaders

Exclusive Sounding

"The UAE took a strategic decision to target Net Zero by the year 2050 – a more difficult and diverse target. Before, the focus was only on the electricity side. This new holistic goal covers many different sectors."

H.E. Eng Yousif Al Ali

Chief Executive Officer

Ethad Water & Electricity (EWE)



SOUNDBITE

The Middle East & Africa Forum for Sustainability Leaders

60-Second Soundbite

"The way circular economy is conceptualized today in mining does not plan to disrupt the power relations on how minerals are extracted and their benefits are shared"

Dr. Claude Kabemba

Director

Southern Africa Resource Watch (SARW)



SOUNDINGS

The Middle East & Africa Forum for Sustainability Leaders

Exclusive Soundings

"Digital solutions will be critical to reduce the power consumption that is needed for the extraction and production phases of metals."

Viridiana Bello Huitle

Sustainability Consultant

Ras Al Khaimah Municipality Department



GI Consultancy Intelligence Publishing

Series Supported By: uni per

The Middle East & Africa Forum of Sustainability Leaders

Exclusive Sounding

"You have to appeal to what's important to that individual team or market depending on how you're dividing up your topics. You can always start small with something like cost reduction. It's a key component of sustainability and nobody talks about it."

Dimitra Theodoropulos

Director of Corporate Responsibility & Sustainability

Talabat



GI Consultancy Intelligence Publishing

The Middle East & Africa Forum for Sustainability Leaders

Podcast

Dr. Tidjani Niass

Senior Sustainability Strategist

Saudi Aramco

Adam Sieminski

Former President and Senior Advisor to the Board

King Abdullah Petroleum Studies and Research Center (KAPSARC)

Dr. Mohammad Abu Zahra

Head of MENA Region

Global CCS Institute

Microsoft

The Middle East & Africa Forum for Sustainability Leaders

Podcast

The green mile: how are private equity and venture capital attitudes toward climate finance changing?

Ivan Jakovljevic

Former Chief Development Officer, STV

Investor and Advisor to investment ecosystems

Riyad Abou Jaoudeh

Partner

Middle East Venture Partners

Stephan Kuester

Head of Ecosystem Strategy

MarkUp Genome

GI Consultancy Intelligence Publishing

The Middle East & Africa Forum for Sustainability Leaders

60-Second Soundbite

"Public-private partnerships are the accelerator of transformational climate action"

Dr. Richard Munang

Deputy Regional Director, Africa Office

United Nations Environment Programme (UNEP)



The Middle East & Africa Forum for Sustainability Leaders

Weekly Bulletin

Issue 7, Thursday, February 2

What is the energy transition role for oil and gas in 2023?

Hanan Bakr, Resilience Finance Lead, The Climate Change High-Level Champions



Hosting COP28: the UAE aims to be a leader in developing clean energy. Since COP26, the UAE has made significant announcements to develop clean energy, including plans to produce 25% of the global hydrogen supply. Through Masdar and joint ventures with international companies, the UAE has taken clean energy production very seriously. The country also invests globally, with over \$16 billion in clean energy investments in 70 countries. The UAE and other petrostate nations will lead the conversation of phasing down fossil fuels during this year's COP28. Oil and gas companies particularly can be leading this transition – in terms of research and development and access to capital. As we get closer to COP28, we hope to see more deals consolidating. The PACE energy agreement signed between the UAE and the USA during Abu Dhabi Sustainability Week (ADSW) indicates what is heading our way. 2023 will be a race between the petrostate nations to develop their renewables portfolio.

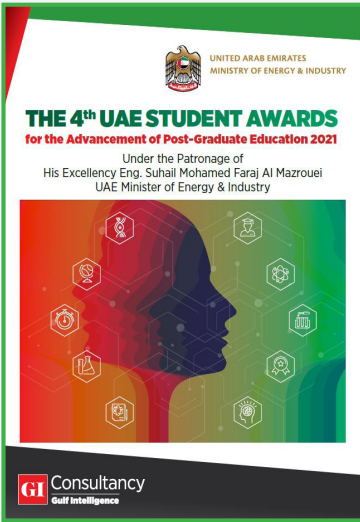
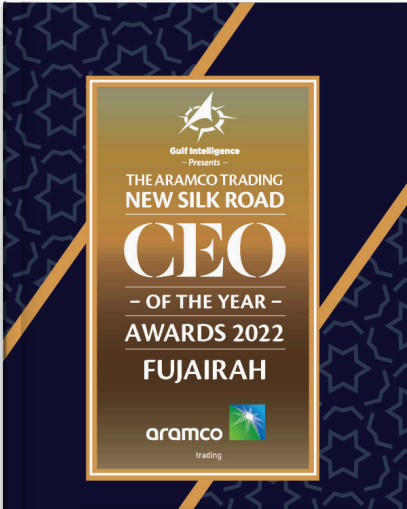
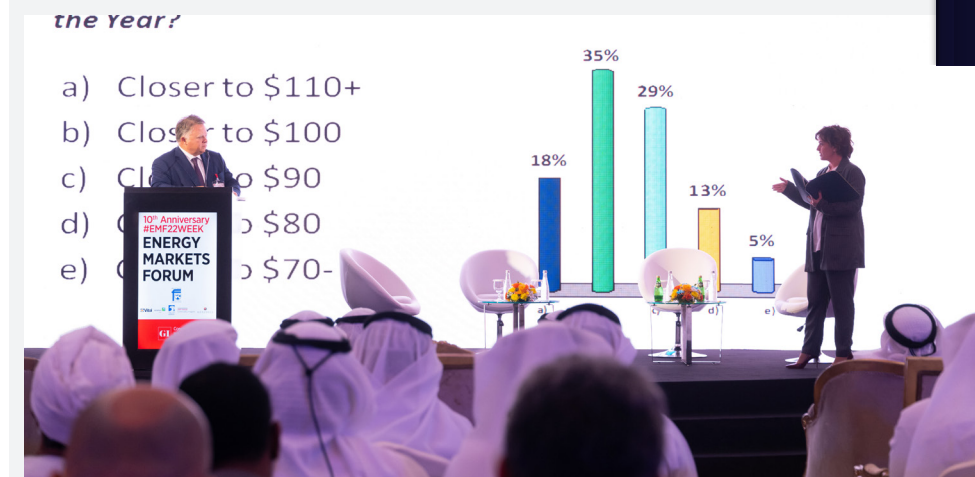
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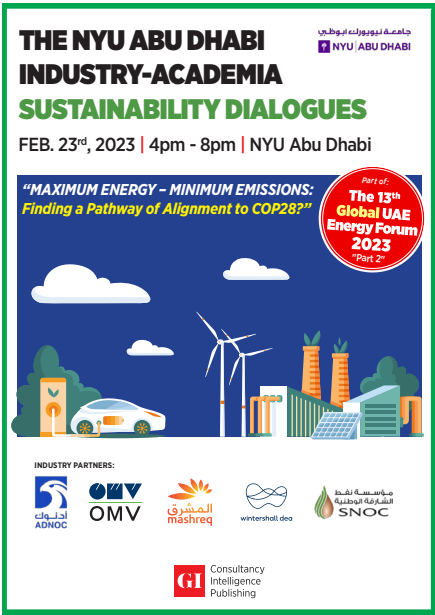
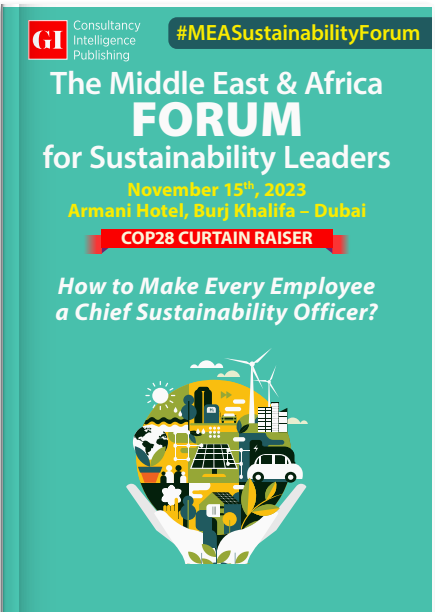


INDUSTRY FORUMS, WORKSHOPS & AWARDS

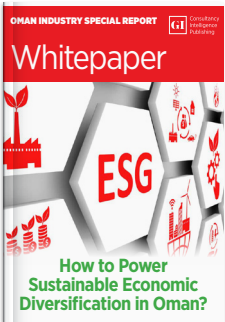
The **GI Publishing** Series of Industry **Forums, Workshops & Awards** have been convening the leadership of the Middle East industrial sector in a succession of live events across the region every year for more than a decade.



GI CALENDAR



SPECIAL REPORTS & WHITEPAPER







# CONSULTANCY

*- Annual Retainer -*

GI The Gulf Intelligence CONTENT BUREAU

Executive Summary

The **GI Content Bureau** service is designed to provide our clients with a team of world-class writers and editors that have a collective experience of over 100 years producing longform feature-length content on a wide range of industries and economies for leading international media companies including Bloomberg, Reuters, Platts, The Financial Times, CNBC and the the Wall Street Journal.



Produce & Manage:

✓ GI will prepare suitable editorial content formats to convey the client’s message to its target audience. All relevant content needs to move beyond *what’s-just-happened* and address *what’s-at-stake* and *why-we-should-care*.

- Formats:**
- Opinion Editorials
  - Company Editorial “Toolboxes”
  - Newsletters
  - Special Reports
  - Speech Writing
  - Feature Articles
  - Q&A Interviews
  - Podcast/Webinars



Company Profile *Toolbox* – Tell a compelling human story  
Anecdotal Company Profiles & Leadership Biographies

Gulf Intelligence will work closely with the company’s corporate communications team to create a Company Profile Toolbox by drafting:

- ✓ An anecdotal long-form company profile that will attract the editorial eye of print media for a potential feature
- ✓ Anecdotal-led Profiles of the senior executives adding a more ‘human’ element to the story.

PROFILE | SHARJAH NATIONAL OIL CORPORATION

**Spearheading the UAE's new gas chapter**

The Sharjah National Oil Corporation is leveraging existing infrastructure and natural resources to ensure greater gas security for the UAE as it explores gas storage in the region

In November 1978, a team of engineers constructing 600,000 acres of Sharjah's desert panned down a desert spot, the Sapeh asset. They drilled and drilled. When the Sapeh-1 well was drilled in May 1980 to 10,656 feet—nearly as deep as the height of the world's tallest building, the Burj Khalifa—it was one of the deepest gas discoveries in the UAE at the time. The engineering team worked without today's technology and facilities—relying on hand-drawn maps and a compass—and navigated their way to success by carefully digging maps of the desert on the far horizon of their hand-drawn maps. The pioneering spirit heralded the beginning of Sharjah's energy industry.

Fast forward three decades and Sharjah National Oil Corporation (SNOC) was established in 2010 by the Amiri Decree of Sharjah's Ruler, His Highness Sheikh Sultan Bin Mohammed Al Qasbi. Tasked with exploration, production, engineering, construction, operation and maintenance, SNOC was also the first step to opening and managing the Sapeh assets.

SNOC had access to the other legacy infrastructure pre-2010. Sharjah's bulk oil was after the discovery of the Sapeh asset continued with the discovery of the nearby Mawadhiq field in October 1981. Just one year later, the first cargo of 500,000 barrels of condensate was exported from the Sapeh plant on the oil tanker 'Jawad'—the birth of Sharjah's gas exporting business. Gas sales started in 1982 to Sharjah Electricity and Water Authority (SEWA) and later to Dubai and the Northern Emirates in a new pipeline network.

An agreement to build a liquefied petroleum gas (LPG) terminal and export facilities in a new harbor at Hamiyah was signed in 1984, this being the foundation for a new port facility in Sharjah, with the export of the first load of LPG taking place in 1985. Ten years later followed in 1995. Over time for the high efficiency recovery of LPG (propane and butane) and another for a world-leading cold chain under balance drilling (CCL) strategy, which was managed by BP and the Sharjah government.

**LEVERAGING EXISTING ASSETS**

In an interview with Tank Storage Magazine, Sheikh Sultan Bin Ahmed Al Qasbi, deputy chairman of Sharjah Petroleum Council (SPC) and president of SNOC, explains: "It makes business sense for SNOC to leverage the infrastructure and resources already available in Sharjah, due to decades of hard work since 1980. This will ensure energy gas security for the new generation in the UAE and beyond. SNOC is available and ready to develop its heritage in the UAE's gas ecosystem."

Sharjah also benefits from a strategic position along the coastline and in the center of the country's seven emirates, which means SNOC can provide an uninterrupted supply of gas across the UAE at a time of significant growth in demand. It is a unique situation for all.

Just seven years since its inception, SNOC owns and operates 53 wells, distribution in three fields and two hydrocarbon liquid storage and export terminals. The condensate terminal was constructed in 1981 in Hamiyah and has two 500,000 barrels tanks and one offshore single point mooring (SPM) buoy for VLCC tanker loading. Constructed in 1988, the LPG terminal has a dedicated loading area inside Hamiyah Port and Free Zone with 400,000 barrels and 300,000 barrels of propane and butane storage capacity, respectively.

The Hamiyah Port is the only location in the Northern Emirates with existing infrastructure and connectivity capable of handling more than one billion standard cubic feet per day (Bcf/d) efficiently into the market. All pipelines in the Northern Emirates converge at Sapeh, giving it the ability to transfer this gas to anywhere in the UAE—a valuable convergence of infrastructure in a region that lacks an inter-DC gas pipeline network. These pipelines are owned and operated by SNOC, SEWA, Emirat, China Gas, CNGP and Dolphin.

"We recognize the expert asset of the Northern Emirates for a reliable supply of natural gas that can be easily distributed to support large and small consumers, from the big power generators to small businesses. SNOC is already able to provide that level of much-needed flexibility," says Hisham Al Khatib, CEO of SNOC and secretary general of SPC. "The Sapeh complex has traditionally been the centre of the gas supply business in the Northern Emirates and it is well-placed to continue supporting the region."

**PORTFOLIO TRANS**

SNOC's growth is well timed to help meet the demands of the UAE's growing population, with an 11% rise by 2020 as today's 8.4 million increases to 11.8 million. SNOC also provides services for Arabtec company for importing gas fuel into Hamiyah port for transit to support the rapidly growing business at Sharjah International airport. The airport has handled 4.6 million passengers and more than 30,000 aircraft movements this year alone.

SNOC's deal in May 2017 with SEWA for a long-term gas sales agreement targeting the supply of natural gas for Sharjah Electricity and Water Authority (SEWA) power generation in Sharjah, follows the company's joint venture with Uniper in October last year to import liquefied natural gas (LNG) into the emirate's Port of Hamiyah.

The joint venture between SNOC and Uniper will supply natural gas to the gas well power stations operated by SEWA. First gas deliveries to SEWA from the long-term agreement will be in early 2018 and some of the gas will flow from the Hamiyah port directly into the SEWA "Hamiyah" power station. Additional gas will flow to SNOC's Sapeh gas field complex and will supply the other SEWA power stations. The import project will have a capacity of three to four million tonnes of LNG per annum (t/a) and a total capacity range of up to 1,500 million standard cubic feet per day (mcf/d).

The Emirate has had to rely on an expensive, unpredictable commodity like market, which means SEWA has been selling power for less than its cost of production. At Sharjah, the deal between SNOC, Uniper and SEWA will ensure Sharjah has a guaranteed gas supply at attractive prices. This is a major milestone in SNOC's growth story and indeed, Sharjah and the UAE.

**FURTHER HORIZONS**

Gas storage is the next stage in SNOC's evolution. SNOC owns the ideal size reservoir for such a project, which is located close to its gas complex. The LNG storage project will provide the required volume to start this, which allows storing excess gas in the winter for its production in summer to satisfy the summer peak demand.

It also provides a readily available strategic reserve to respond to unexpected operations or market problems. Having significant capital investment for the project, SNOC is planning a phased project with the first tranche operational starting in 2021. This enables to use existing infrastructure are being carried out to optimise the final project design. In the UAE's gas demand continues to grow, SNOC's leadership will ensure that the company is a collaborative and flexible partner. The idea of constructing storage tanks may have been replaced by modern technology, but the entrepreneurial and determined spirit that shaped Sharjah's energy industry is still alive and well.

44 Tank Storage | NOVEMBER/DECEMBER 2018 | VOLUME 12 NUMBER 6

45

**THE LARGEST PRODUCER IN THE MIDDLE EAST OF ULTRA LOW SULPHUR FUEL OIL.**

**EXCEEDING UN CLIMATE TARGETS ON MARINE FUELS**

**SERVICING WORLD'S TOP 3 BUNKER HUBS**

**Uniper Energy DMCC**

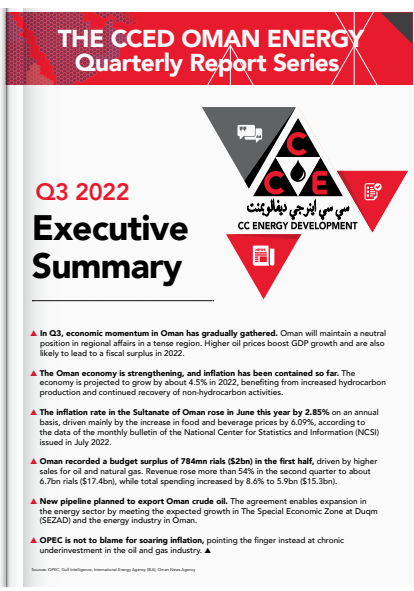


Feature Articles & Opinion Editorials

GI will write and edit Opinion Editorials to a world-class standard in the name of clients' leadership team that will help elevate their posture and profile in front of B-to-B and B-to-C stakeholders in all relevant markets. The feature-length articles will be written in English and can be translated into multiple languages for key markets both locally and across the globe. The why-we-care content can also be cut up into bite-size formats to support social media campaigns.



Newsletters / Bulletins



Industry Webinars / Podcasts

WHAT IS IT?... KNOWLEDGE PARTNER CONSULTANCY

Gulf Intelligence will script & produce Industry Webinars/Podcasts on behalf of clients with the purpose of facilitating critical knowledge exchange on timely and relevant issues for its stakeholders across the Middle East: *see below a profile of the GI Knowledge Partner Consultancy Service.*

DESIGN

GI will design a robust and results driven architecture for each event. GI will engage with the Client to design an event structure, agenda and format to maximize the engagement & opportunity.

WEBINAR OUTREACH

Gulf Intelligence will create, maintain and execute a audience outreach strategy that includes building relationship with the identified stakeholders through a process that can last many months and require engaging multiples of up to 4 times the amount of people you are actually seeking to attend the event.

SCRIPT

GI will coordinate with the Client to finalize a Theme & Topics that are aligned with it's thought Leadership posture & of relevance to targeted stakeholder groups. GI will research, script & format topics for discussion.

CAST

GI will identify and secure featured speakers – competent thought leaders on the topics being tackled in the webinar.

DIRECT - SPEAKER MANAGEMENT

GI will provide LIVE briefings and talking points to all featured speakers and leaders participating in the event.

PRODUCE

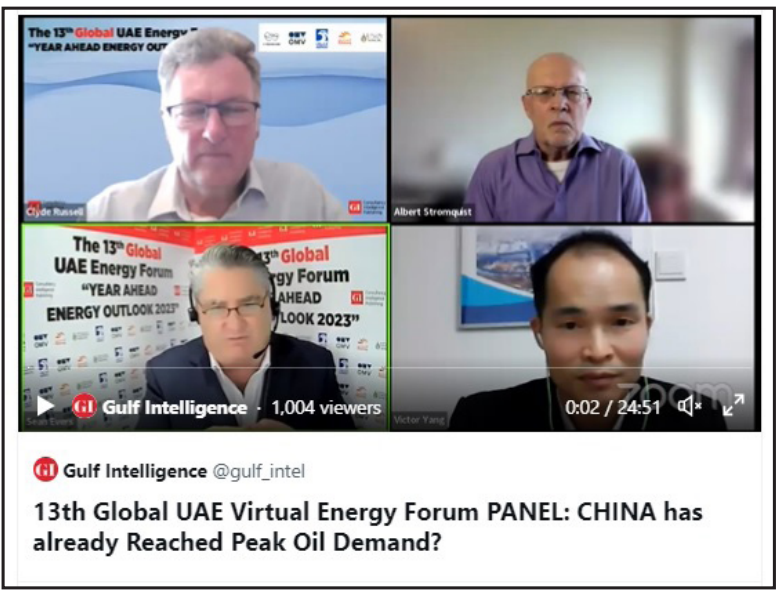
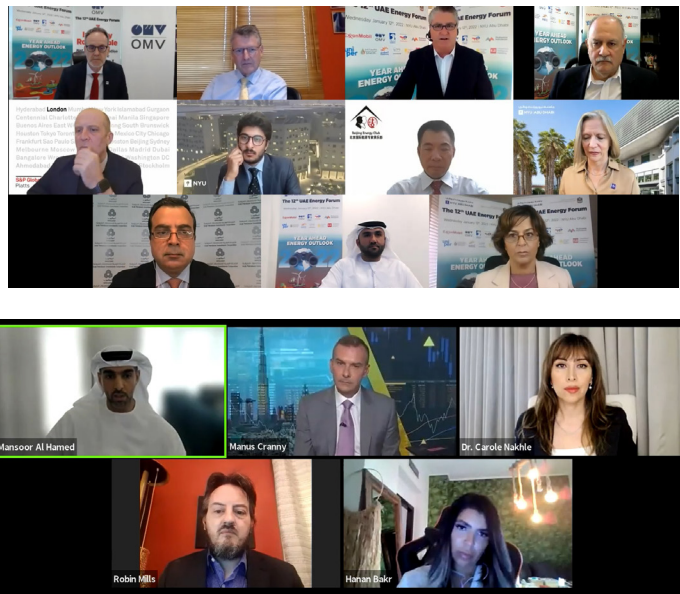
GI will manage all production aspects related to speaker management on the day of the LIVE event.

MODERATE/MC

GI can moderate & manage guest moderators to ensure the program is presented in a dynamic and interactive format, & achieves its target objectives.

PUBLISH

GI will harvest all the most timely and relevant knowledge shared during the thought leadership webinar/podcast and publish it in a post-event Whitepaper/Report.





STAKEHOLDER MAPPING & ENGAGEMENT

Gulf Intelligence will map-out and facilitate a client’s engagement with critical stakeholders key for its business development across the Middle East. This last mile of connectivity is exceptionally important in a region that still builds its commercial relationships on top of personal trust.



ROUNDTABLES/WORKSHOPS

Gulf Intelligence produce Roundtables & Workshops on behalf of clients for the purpose of facilitating networking and critical knowledge exchange on timely issues and topics of critical relevance to its key stakeholder groups.





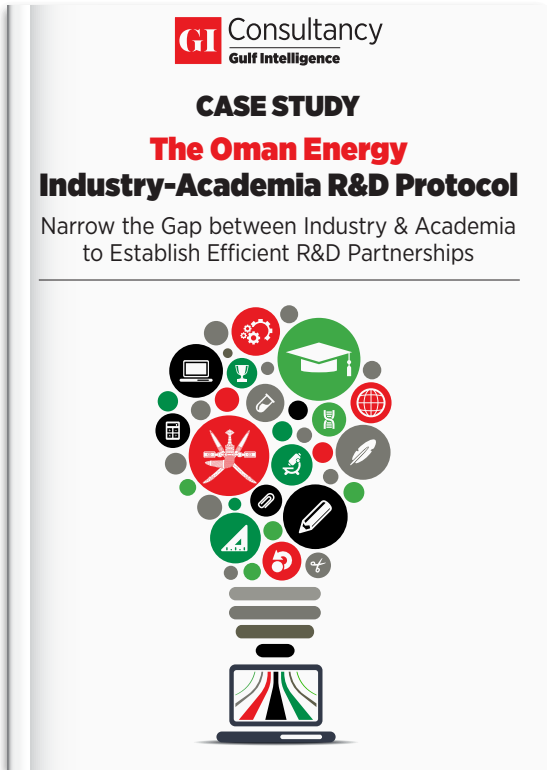
# INTELLIGENCE

- *Bespoke Projects* -



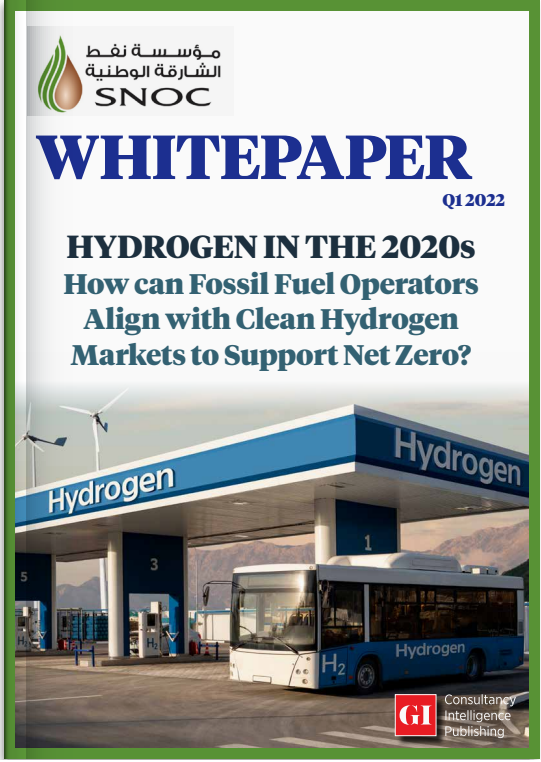
BESPOKE PROJECTS

GI Intelligence works with clients to identify important activities within their commercial ecosystem that are not advancing sufficiently on their own momentum, and GI will develop and implement a strategic plan to accelerate their transformation.



WHITEPAPERS

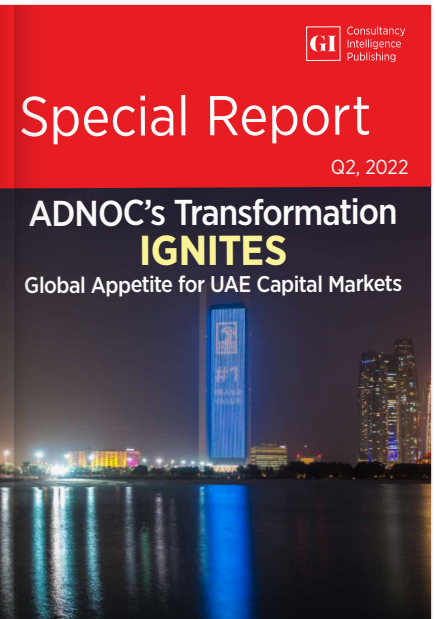
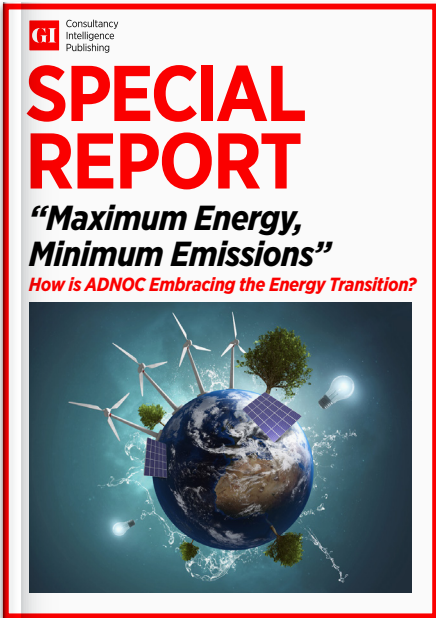
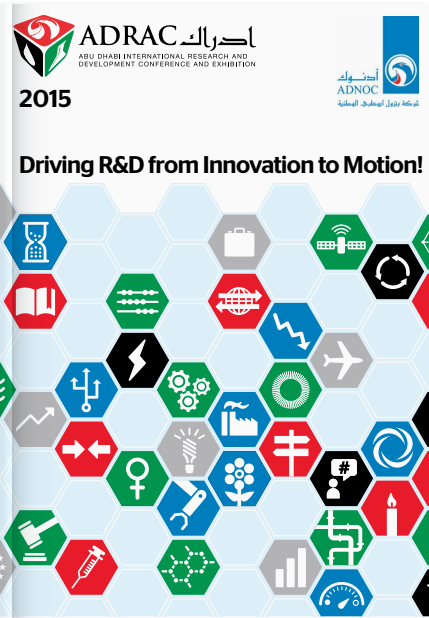
GI Intelligence will help clients identify the important questions and find the right answers to ensure the sustainability and advancement of their business - drafting Whitepaper reports that provide solutions and pathways forward.





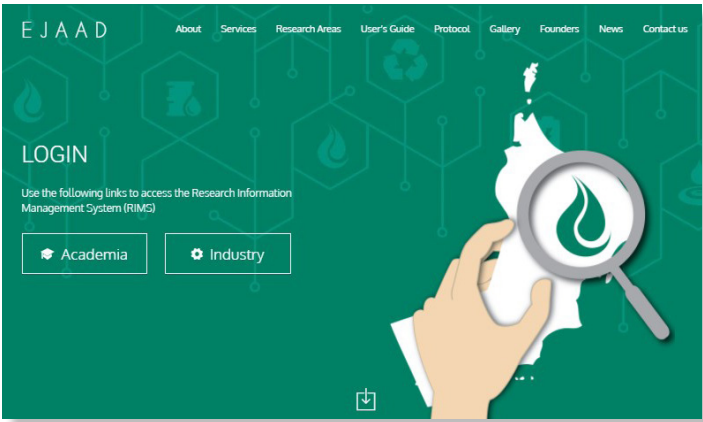
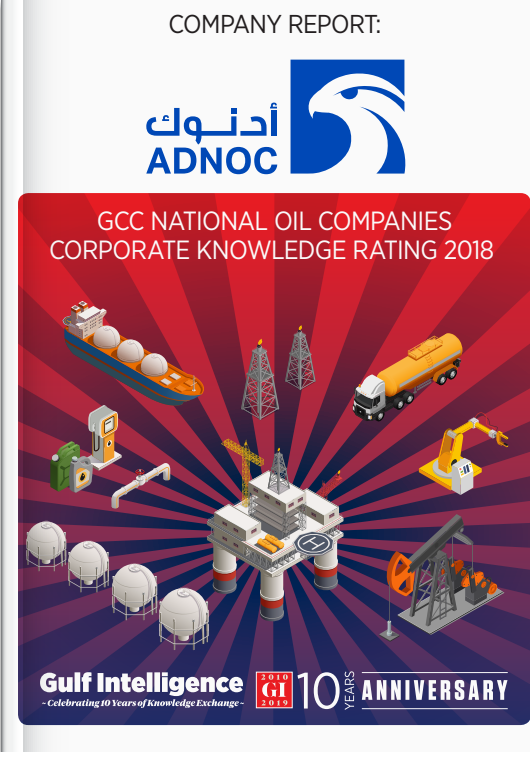
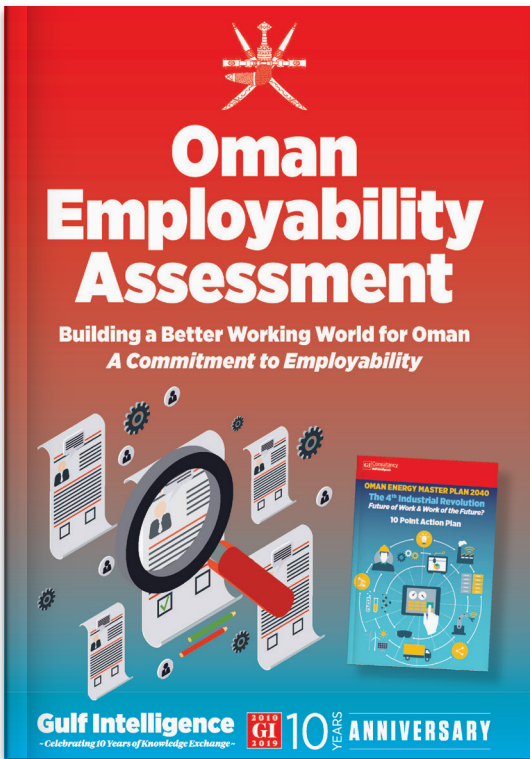
SPECIAL REPORT SERIES

GI Intelligence Research team identifies timely and relevant issues that are likely to impact industries and economies across the Middle East, and conducts a deep-dive study that provides insights and analysis presented in a Special Report.



BUILD DIGITAL COMMUNICATIONS TOOLS

GI Intelligence builds digital communication tools that help clients to better measure the implementation performance of new policies; and we develop social platforms that facilitate realtime connectivity and cooperation between a diverse group of external stakeholders.





# GI The Gulf Intelligence MEDIA HUB

## Executive Summary

The **GI Media Hub** is a special bespoke service offered to clients so that they can connect with Journalists and Publishers during special projects and campaigns.



## Structure and Process:

- ✓ Design PR/Thought Leadership campaign for clients.
- ✓ Script Editorial: Theme, Talking Points, Press Material.
- ✓ Pitch campaign to media.



## Produce & Manage:

- ✓ Prepare Newsmaker for engagement with Media across an array of platforms: print, broadcast and online etc.
- ✓ GI to accompany Newsmaker to Media Engagement.

### Formats:

- Media One-on-Ones
- Media Briefings
- Press Conferences
- Social Media

## Media One-on-Ones



Alasdair Buchanan, Energy Director, Lloyd's Register, speaks to Pipeline Magazine



Ali Khedery, CEO & Founder, Dragoman Partners, interviewed by CNN



Chris Midgley, Head of Analytics, S&P Global Platts, is interviewed by CNBC International



Media Briefings & Press Conferences



Mouayed Makhlof, Regional Director, MENA, IFC, hosts a media briefing.



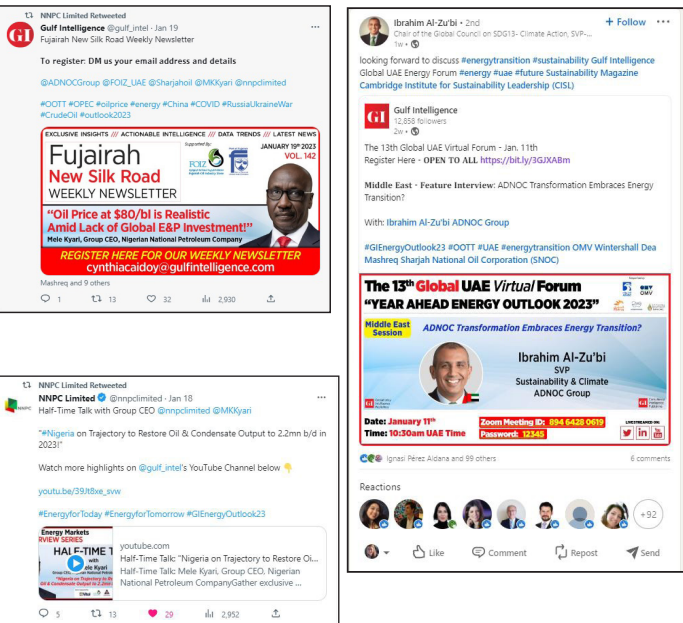
H.E. Abdullah bin Hamad Al Attiyah, Chairman, The Abdullah Bin Hamad Al-Attiyah International Foundation for Energy & Sustainable Development, hosts a Press Conference with Middle East media on global gas markets



H.E. Suhail Mohamed Al Mazrouei, UAE Minister of Energy and Industry, hosts a press conference with international and local media

Social Media

The **Gulf Intelligence Social Media** has a proven track record of establishing an online footprint from ground zero for Industry Leaders, as well as the ability to further establish an online footprint through key publishing platforms: *LinkedIn, Twitter, YouTube, Facebook etc.*



Media Engagement Audit



- ✓ Provide detailed/audit of media campaign.
- ✓ Harvest and collate media coverage.
- ✓ Assess media coverage into an Analysis Report to ascertain overall tone of the coverage to help gauge breadth, depth and tone of coverage.
- ✓ In special instances, harvest intelligence into a White Paper or Special Report.

Case Study:

GI produced a Media Hub campaign for the UAE Minister of Energy & Infrastructure H.E. Suhail Mohamed Al-Mazrouei through the year that he was the President of the OPEC CONFERENCE in 2018.



Pre-IP Week Activity: Media Briefing in Abu Dhabi for background briefing to key journalists (Arabic & English)



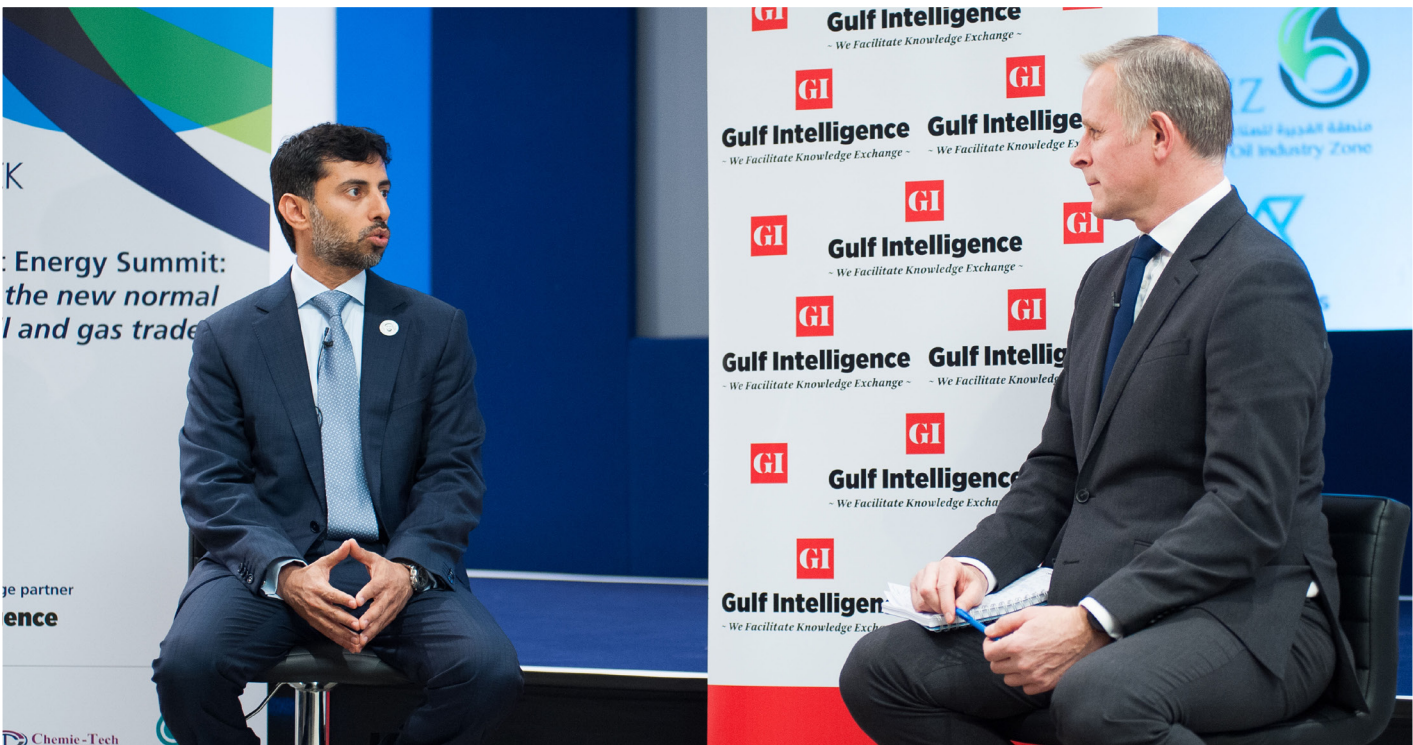
Broadcast interview with Skynews Arabia



Interview with Thomson Reuters at IP Week 2018



Briefing at S&P Global Platts' headquarters



Feature interview with CNBC International's OPEC presenter Steve Sedgwick



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## AWARDS

GI Intelligence will design, build and produce an Awards campaign on behalf of clients who want to elevate their thought leadership brand credentials by celebrating excellence in their industry, and/or they want to put a spotlight on a critical area of activity that needs to be nurtured in order to advance business development goals.

